**Book Trailer Rubric**

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|  | **Exemplary**  **5** | **Competent**  **3** | **Does Not Meet Expectations**  **0** | **Score**  **(Weight)** |
| **Overall Visual Appearance** | Appropriate visual elements and design. Design is cohesive, connects to theme, and does not distract from plan. | Some visual elements and design that do not always connect to theme. Varying text and design may distract from plan. | Little to no visual elements and design. Distracting text and does not connect to theme. | / 5 |
| **Quotes** | Student uses at least four quotes that relate to the novel and serve to "hook" the audience. | Student uses two or three quotes that relate to the novel  OR  Quotes do not "hook" or interest the audience; quotes do not serve to aid in comprehension or interest. | Student uses less than two quotes from the novel. | / 5 |
| **Images** | Images are carefully chosen are add to the understanding of novel's plot and quotes. | The introduction somewhat explains the activity and relates to the learner's interests or goals. | The introduction has no appeal, does not explain activity, or has no relevance to learner’s interests or goals. | / 5 |
| **Grammar, usage, mechanics** | Very few grammatical errors, which don’t distract from content | Some grammatical errors, which distract the learner from the content | Grammatical errors make comprehension difficult | / 5 |
| Total |  |  |  | / 20 |